

# Review Management Audit Checklist

## 1. Create Audit Review Listings Spreadsheet

Listings claimed?	Review Quantity	B	
		Industry Specific Review Sites	
Google			
Facebook	Total		
Yelp	Last 3 months?		
BBB			

## 2. Claim, Set up and Optimized Review Site Listings (if you're starting from scratch)

Google My Business		Industry Specific Review Sites	
Claim Listing		Claim Listing	
Optimize Listing		Optimize Listing	
BBB Claim Listing		Facebook	
Optimize Listing		Claim Listing	
Yelp Claim Listing		Optimize Listing	
Optimize Listing			

		labels, etc.) Tracking details (e.g. discount/ store codes, ad extensions, call tracking phone numbers, labels, etc.) Tracking details (e.g. discount/ store codes, ad extensions, call tracking phone numbers, labels, etc.) Tracking details (e.g. discount/ store codes, ad extensions, call tracking phone numbers, labels, etc.) Tracking details (e.g. discount/ store codes, ad extensions, call tracking phone numbers, labels, etc.) Tracking details (e.g. discount/ store codes, ad extensions, call tracking phone numbers, labels, etc.)
<b>Attributes to include in review site listings:</b>		
NAP (name, address and phone)		
Photos + videos		
Question and answers and/or FAQs (where relevant)		
Descriptions (long and short where appropriate)		
Keywords + tags + categories		
Hours of operation		
Website address		Call to action Call to action
Booking and/or appointment URLs if applicable)		Website address Website address
	Tracking details (e.g. discount/ store codes, ad extensions, call tracking phone numbers,	

### 3. Create Copy and Audit Top 3-5 Competitors Review

### 4. Set Quarterly Goals

**Set Internal Goals** (5 new 4 or 5 star reviews on 3 different review sites each month). Prioritize Google First.

**Set Competitor Goals**

Can you catch competitors in total quantity on Google? On Facebook? Other sites?

Last 3  
months?

## 1. Set Strategy

**Decide who is in charge of review management** (support, marketing, owner, agency).

### **Create review management protocols**

Set up notifications for person managing reviews so they know reviews are coming in

### **Create employee incentive program**

Will employees get any sort of reward for earning reviews?

What policies are in place to prevent scamming the program?

### **Create response policy for reviews**

Responding to all reviews? Negative reviews?

Scripts? Tone? Ability/empowered to offer customers service and solve problems?

### **Set reporting guidelines**

Sharing reviews internally with executives

Sharing positive reviews with all employees (recognition)

Distribute incentives to employees if program for review acquisition is implemented

**Set distribution guidelines for incentives**

## **2. Review Acquisition Implementation (Using Vendor for Review Management or Setting up Manually)**

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**Set up review funnel** (landing page with review site links — make it easy to leave reviews)

**Set up email drip campaigns to automate review requests**

Determine email drip cadence

How many emails?

When will they be sent?

Who will the replies be directed to?

Write copy for email campaigns

Personalize

Include links to review sites or review funnel

Configure with Mail Service Provider

**Set up SMS campaigns to automate review requests**

**Determine SMS cadence**

How many texts?

When will they be sent?

Write text message (make sure to stay within character limit)

Configure with SMS provider

**Set up repeatable routine to upload email address/phone number spreadsheets for review request campaigns** (if not automated)

At time of transaction?

Weekly  
?

Monthly?

**Train sales and support staff on when and how to ask for reviews**

Inform staff on strategy

Provide staff with review site links, review funnel link, and email signature snippets for review requests

Orientate staff on incentive program if implementing and how they would be tracked and rewarded

**Set up testimonials / review showcase page on website**

Implement automated plugin with aggregated reviews

If no plugin, create schedule for adding new reviews/testimonials

Write up reviews in review schema (or use setting in review stream plugin to include schema data structured markup)

**Set up strategy for social sharing**

**of positive reviews**

Decide on which social media sites you're going to share your reviews

Facebook  
k

Twitter  
r

Instagram  
m

LinkedIn  
n

If not using a platform, create a plan for creating social media images

When will positive reviews be shared?

What ratings will be shared (4 and 5 star? Only 5 star?)

How will they be shared?

Manually vs. Scheduled

Set u  
you'n

Designed as image vs. Review Site  
Link